CLAIMS

1. A system, comprising:

a first device configured to provide data to a destination device, the data including tracking information;

a second device configured to receive the tracking information from the destination device when the data is provided to the destination device; and

a database configured to maintain the tracking information and associate the tracking information with the destination device.

2. A system as recited in claim 1, wherein the first and second devices are the same device.

3. A system as recited in claim 1, wherein the database is further configured to associate the tracking information with a user of the destination device.

4. A system as recited in claim 1, wherein the second device receives the tracking information from the destination device after the data is rendered at the destination device.

5. A system as recited in claim 1, wherein the tracking information includes a designation of the second device, such that the tracking information is communicated to the second device based upon the designation.

6. A system as recited in claim 1, wherein the tracking information identifies the first device as a provider of the data.

7. A system as recited in claim 1, wherein the tracking information identifies the destination device.

8. A system as recited in claim 1, wherein a destination device identifier is included as part of the tracking information when the data is provided to the destination device.

9. A system as recited in claim 1, wherein the tracking information identifies the data.

10. A system as recited in claim 1, wherein the tracking information is a uniform resource locator.

11. A system as recited in claim 1, wherein the tracking information is included as part of a uniform resource locator that designates the second device, identifies the first device as a provider of the data, identifies the destination device, and identifies the data.

12. A system as recited in claim 1, wherein:

the second device is further configured to receive a request for additional data from the destination device, the request including request-tracking information;

the database is further configured to maintain the request-tracking information and associate the request-tracking information with the destination device; and

the first device is further configured to receive the request for the additional data from the second device, and provide the additional data to the destination device.

13. A computing device comprising the system as recited in claim 1.

14. A system, comprising:

a first device configured to receive a request for data from a requesting device, the request including tracking information relating to the request for data;

a database configured to maintain the tracking information and associate the tracking information with the requesting device; and

a second device configured to receive the request for data from the first device, and provide the data to the requesting device.

15. A system as recited in claim 14, wherein the request further includes a data provider designation that designates the second device.

16. A system as recited in claim 14, wherein the first and second devices are the same device.

17. A system as recited in claim 14, wherein the database is further configured to associate the tracking information with a user of the requesting device.

18. A system as recited in claim 14, wherein the request designates the second device as a provider of the data, and wherein the tracking information includes a designation of the first device, such that the request is first communicated to the first device based upon the designation.

19. A system as recited in claim 14, wherein the tracking information identifies the second device as a provider of the data.

20. A system as recited in claim 14, wherein the tracking information identifies the requesting device as a destination of the data.

21. A system as recited in claim 14, wherein the tracking information identifies the data.

22. A system as recited in claim 14, wherein the tracking information is a uniform resource locator.

23. A system as recited in claim 14, wherein the tracking information is included as part of a uniform resource locator that designates the first device to first receive the request for data, identifies the second device as a provider of the data, identifies the requesting device as a destination of the data, and identifies the data.

24. A system as recited in claim 14, wherein the request for data is generated from a selectable data link within rendered content at the requesting device, and wherein the tracking information identifies the selectable data link and the rendered content that includes the selectable data link.

25. A system as recited in claim 14, wherein the request for data is generated from a selectable data link within rendered content at the requesting device, and wherein the tracking information identifies the selectable data link and a location of the selectable data link within the rendered content.

26. A system as recited in claim 14, wherein the request for data is generated from a selectable data link within rendered content at the requesting device, and wherein the tracking information identifies the selectable data link, the rendered content that includes the selectable data link, and a location of the selectable data link within the rendered content.

27. A system as recited in claim 14, wherein:

the request for data is generated from a selectable data link within rendered content at the requesting device; and

the tracking information is included as part of a uniform resource locator that designates the first device to first receive the request for data, and further identifies the data, the second device as a provider of the data, the requesting device as a destination of the data, the selectable data link, the rendered content that includes the selectable data link, and a location of the selectable data link within the rendered content.

28. A computing device comprising the system as recited in claim 14.

29.   A system, comprising:

a tracking component configured to receive a request for content from a requesting device, the request for content including request-tracking information relating to the request for content;

a content provider configured to receive the request for content from the tracking component, and provide the content to the requesting device, the content including content-tracking information relating to providing the content;

the tracking component further configured to:

receive the content-tracking information from the requesting device when the content is provided to the requesting device;

maintain the request-tracking information and the content-tracking information; and

associate the request-tracking information and the content-tracking information with the requesting device.

30.   A system as recited in claim 29, wherein the tracking component and the content provider are the same device.

31.   A system as recited in claim 29, wherein the tracking component is further configured to associate the request-tracking information and the content-tracking information with a user of the requesting device.

32.   A system as recited in claim 29, wherein the tracking component receives the content-tracking information from the requesting device after the content is rendered at the requesting device.

33. A system as recited in claim 29, wherein a requesting device identifier is included as part of the content-tracking information when the content is provided to the requesting device.

34. A system as recited in claim 29, wherein the content-tracking information is included as part of a uniform resource locator that designates the tracking component, identifies the content provider, identifies the requesting device, and identifies the content.

35. A system as recited in claim 29, wherein the request designates the content provider as a provider of the content, and wherein the request-tracking information includes a designation of the tracking component, such that the request is first communicated to the tracking component based upon the designation.

36. A system as recited in claim 29, wherein the request-tracking information is included as part of a uniform resource locator that designates the tracking component to first receive the request for content, identifies the content provider, identifies the requesting device, and identifies the content.

37. A system as recited in claim 29, wherein the request for content is generated from a selectable data link within rendered content at the requesting device, and wherein the request-tracking information identifies the selectable data link and the rendered content that includes the selectable data link.

38. A system as recited in claim 29, wherein the request for content is generated from a selectable data link within rendered content at the requesting device, and wherein the request-tracking information identifies the selectable data link and a location of the selectable data link within the rendered content.

39. A system as recited in claim 29, wherein the request for content is generated from a selectable data link within rendered content at the requesting device, and wherein the request-tracking information identifies the selectable data link, the rendered content that includes the selectable data link, and a location of the selectable data link within the rendered content.

40. A system as recited in claim 29, wherein:

the request for content is generated from a selectable data link within rendered content at the requesting device; and

the request-tracking information is included as part of a uniform resource locator that designates the tracking component to first receive the request for content, and further identifies the content, the content provider, the requesting device, the selectable data link, the rendered content that includes the selectable data link, and a location of the selectable data link within the rendered content.

41. A computing device comprising the system as recited in claim 29.

42. A computing device, comprising:

an application component configured to:

receive a request for content, the request including request-tracking information;

communicate the request for content to a content provider that provides the content to a destination device, the content including content-tracking information;

receive the content-tracking information from the destination device when the content is provided to the destination device; and

a database configured to maintain the request-tracking information and the content-tracking information, and further configured to associate the request-tracking information and the content-tracking information with the destination device.

43. A computing device as recited in claim 42, wherein the database is further configured to associate the request-tracking information and the content-tracking information with a user of the destination device.

44. A computing device as recited in claim 42, wherein the application component receives the content-tracking information from the destination device after the content is rendered at the destination device.

45. A computing device as recited in claim 42, wherein a destination device identifier is included as part of the content-tracking information when the content is provided to the destination device.

46. A computing device as recited in claim 42, wherein the content-tracking information is a uniform resource locator.

47. A computing device as recited in claim 42, wherein the content-tracking information is included as part of a uniform resource locator that designates the computing device, identifies the content provider, identifies the destination device, and identifies the content.

48. A computing device as recited in claim 42, wherein the request designates the content provider as a provider of the content, and wherein the request-tracking information includes a designation of the computing device, such that the request is first communicated to the computing device based upon the designation.

49. A computing device as recited in claim 42, wherein the request-tracking information is a uniform resource locator.

50. A computing device as recited in claim 42, wherein the request-tracking information is included as part of a uniform resource locator that designates the computing device to first receive the request for content, and identifies the content provider, the destination device, and the content.

51. A computing device as recited in claim 42, wherein the request for content is generated from a selectable connection within a Web page at the destination device, and wherein the request-tracking information identifies the selectable connection and the Web page that includes the selectable connection.

52. A computing device as recited in claim 42, wherein the request for content is generated from a selectable connection within a Web page at the destination device, and wherein the request-tracking information identifies the selectable connection, the Web page that includes the selectable connection, and a location of the selectable connection within the Web page.

53. A computing device as recited in claim 42, wherein the request for content is generated from a selectable connection within a user interface of an application component at the destination device, and wherein the request-tracking information identifies the selectable connection and the application component that includes the selectable connection.

54. A computing device as recited in claim 42, wherein the request for content is generated from a selectable connection within a user interface of an application component at the destination device, and wherein the request-tracking information identifies the selectable connection, the application component that includes the selectable connection, and a location of the selectable connection within the user interface.

55. A method, comprising:

receiving a request for content, the request including request-tracking information relating to the request for content;

communicating the request for content to a content provider that provides the content to a destination device, the content including content-tracking information relating to providing the content;

receiving the content-tracking information from the destination device; and

storing the request-tracking information and the content-tracking information.

56. A method as recited in claim 55, further comprising associating the request-tracking information and the content-tracking information with the destination device.

57. A method as recited in claim 55, further comprising associating the request-tracking information and the content-tracking information with a user of the destination device.

58. A method as recited in claim 55, wherein the content-tracking information is received after the content has been provided to the destination device.

59. A method as recited in claim 55, wherein the content-tracking information is received after the content has been rendered at the destination device.

60. A method as recited in claim 55, wherein said storing comprises storing a content provider identifier that identifies the content provider, a destination device identifier that identifies the destination device, and a content identifier that identifies the content.

61. A method as recited in claim 55, wherein said storing comprises storing a content provider identifier that identifies the content provider, a destination device identifier that identifies the destination device, a content identifier that identifies the content, and a user identifier that identifies a user of the destination device.

62. A method as recited in claim 55, further comprising determining from the request-tracking information, a selectable connection identifier that identifies a selectable connection and a rendered content identifier that identifies rendered content, wherein the request for content is generated from the selectable connection within the rendered content at the destination device.

63. A method as recited in claim 55, further comprising determining from the request-tracking information, a selectable connection identifier that identifies a selectable connection, a rendered content identifier that identifies rendered content, and a location identifier that identifies a location, wherein the request for content is generated from the selectable connection at the identified location within the rendered content at the destination device.

64. A method as recited in claim 55, further comprising determining from the request-tracking information, a data link identifier that identifies a data link, a Web page identifier that identifies a Web page, and a location identifier that identifies a location, wherein the request for content is generated from the data link at the identified location within the Web page at the destination device.

65. A method as recited in claim 55, further comprising determining from the request-tracking information, a selectable connection identifier that identifies a selectable connection, an application component identifier that identifies an application component, and a location identifier that identifies a location, wherein the request for content is generated from the selectable connection at the identified location within a user interface for the application component at the destination device.

66. One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computing system to perform the method of claim 55.

67. One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computing system to perform a method comprising:

providing data to a destination device, the data including tracking information;

receiving the tracking information from the destination device when the data is rendered at the destination device;

storing the tracking information; and

associating the tracking information with the destination device.

68. One or more computer-readable media as recited in claim 67, the method further comprising associating the tracking information with a user of the destination device.

69. One or more computer-readable media as recited in claim 67, wherein the tracking information is included as part of a uniform resource locator that identifies a data provider said providing the data, the destination device, and the data.

70. One or more computer-readable media as recited in claim 67, wherein said storing comprises storing a data provider identifier that identifies a data provider said providing the data, a destination device identifier that identifies the destination device, and a data identifier that identifies the data.

71. One or more computer-readable media as recited in claim 67, the method further comprising:

receiving a request for additional data from the destination device, the request including request-tracking information;

storing the request-tracking information;

associating the request-tracking information with the destination device.

72. One or more computer-readable media comprising computer-executable instructions that, when executed, direct a computing system to perform a method comprising:

receiving a request for data from a requesting device, the request including tracking information;

storing the tracking information;

associating the tracking information with the requesting device; and

communicating the request for data to a data provider.

73. One or more computer-readable media as recited in claim 72, the method further comprising associating the tracking information with a user of the requesting device.

74. One or more computer-readable media as recited in claim 72, wherein the tracking information is included as part of a uniform resource locator that identifies the data provider, the requesting device, and the data.

75. A method as recited in claim 72, wherein said storing comprises storing a data provider identifier that identifies the data provider, a requesting device identifier that identifies the requesting device, and a data identifier that identifies the data.

76. One or more computer-readable media as recited in claim 72, the method further comprising determining from the tracking information, a selectable connection identifier for a selectable connection, a rendered content identifier for rendered content, and a location identifier for a location, wherein the request for data is generated from the selectable connection at the identified location within the rendered content at the requesting device.

77. One or more computer-readable media as recited in claim 72, the method further comprising determining from the tracking information, a data link identifier for a data link, a Web page identifier for a Web page, and a location identifier for a location, wherein the request for data is generated from the data link at the identified location within the Web page at the requesting device.

78. One or more computer-readable media as recited in claim 72, the method further comprising determining from the tracking information, a selectable connection identifier for a selectable connection, an application component identifier for an application component, and a location identifier for a location wherein the request for data is generated from the selectable connection at the identified location within a user interface for the application component at the requesting device.